



# Looker @ Google Cloud NEXT 2025

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## Summary:

This document highlights key sessions taking place at Google Cloud NEXT on April 9th-11th that will cover Looker announcements, features, and use cases.

## Spotlight Sessions

### The future of AI-powered data is **autonomous and agent-driven**

Unlock the full potential of your data with Google's autonomous data and AI platform. This session explores how we're bringing the power of AI directly to your data, integrating multimodal data handling, an innovative AI Query Engine, and Gemini agents to enable seamless data integration, automated workflows, complex reasoning, and real-time insights. Join us to explore the latest advancements in BigQuery and Looker and build a data and AI strategy that drives your business forward. [\[Link\]](#) **[Recorded]**

**DAY 1** - APR 9, 2025 12:15 PM - 01:00 PM PDT

### What's New in **Looker AI for BI**

Looker is transforming business intelligence (BI) with the power of AI. This session explores the latest AI advancements in Looker, showcasing how these new features—combined with the power of Looker's semantic modeling and self-service exploration capabilities—simplify data analysis and empower everyone to make data-driven decisions. We'll cover Looker's AI and BI strategies, demonstrate new capabilities, and share best practices for leveraging AI in your BI workflows. [\[Link\]](#) **[Recorded]**

**DAY 1** - APR 9, 2025 2:45 PM - 03:30 PM PDT

## Hands-on Experiences:

### Build a **BI dashboard** using Looker Studio and BigQuery

In this hands-on lab, you'll learn how to build a powerful business intelligence (BI) dashboard using Looker Studio and BigQuery. Discover how to upload and query data, create reports datasets, and run scheduled queries to uncover valuable insights from large service usage logs. With your dashboard, you'll gain the ability to identify trends, optimize operations, and make data-driven decisions to improve efficiency and service quality. Be sure to create a [Cloud Skills Boost account](#) in advance. [\[Link\]](#)

**DAY 2** - APR 10, 2025 8:30 AM - 9:30 AM PDT

### Workshop: Build your own **data-driven AI app** with MLB and Google Cloud

Step up to the plate and dive into the world of MLB player analytics! Build a data platform and app that introduces new fans to MLB's stars using BigQuery, Looker, and the Looker Agent API to better enjoy the game. You will combine structured and unstructured data like MLB player stats, videos, and more and provide a visual and natural language interface to understand the data. Take this opportunity to leverage the latest and best of Google Cloud's data tools, like BigQuery for storage and analysis, Looker for data modeling and visualization, and Looker Agent API to ask your data analytic questions. What new MLB player insights will you uncover? [\[Link\]](#)

**DAY 1** - APR 9, 2025 3:00 PM - 04:30 PM PDT

# Developer Meetups:

## Meetup for Data Professionals

Business intelligence professionals and data practitioners, join us to share experiences and brainstorm solutions to your biggest data challenges. Whether you're tackling AI hallucinations, accelerating large queries, or defining data governance, this meetup provides a space for interactive discussion with peers and data experts. Bring your own topics to explore real-world scenarios and grow your network within our community. [\[Link\]](#)

**DAY 2** - APR 10, 2025 1:15 PM - 2:00 PM PDT

## Demos:

### Get instant business insights with Looker

This demo will showcase how you can access data insights through natural conversation and build custom AI analytics apps with APIs. Meet with Looker customer engineers and product managers to see Looker in action and ask questions about how it can be applied to your data and use cases. [\[Link\]](#)

**Location:** Data Cloud Showcase in the Expo Hall

### Retro Tech Revolution: Leveling up customer experiences with real-time data & AI insights

Retro gaming meets real-time data analytics & AI. Dive into an end to end architecture that ingests user interactions in various shapes and forms, provides a tailor made experience for end users, and showcases the leaderboard using Looker. [\[Link\]](#)

**Location:** T2 Demo Floor

## Breakout Sessions:

### Unlocking Looker's Power: **Performance Secrets and Modeling Mastery**

Essential for Looker developers and administrators responsible for high-performing deployments, this session dives deep into the latest Looker performance and modeling advancements, equipping you with the knowledge and tools to build robust and scalable data experiences. Explore the latest platform optimizations, continuous integration and delivery (CI/CD) with Spectacles, key metrics for monitoring, and advanced LookML modeling techniques. Plus, a Looker customer will share their journey to optimize performance and achieve greater scalability. [\[Link\]](#)

**DAY 1 - APR 9, 2025 2:45 PM - 03:30 PM PDT**

### Unlocking the Power of **SAP data with generative AI and Looker**

This talk will demonstrate how the SAP user community can use Looker/Explore Assistant Chatbot to explore data insights into SAP ERP data stored on Google Cloud's BigQuery using natural language prompts. We will discuss the challenge of accessing and analyzing SAP data - ETL, Complex Data Model, introduction to Generative AI and Large Language Models (LLMs), and Looker Explore Assistant and Chatbot. This presentation will illustrate how SAP users can leverage Looker and Explore Assistant Chatbot to gain insights into their SAP ERP data residing on Google Cloud's BigQuery, using natural language prompts. We will address common challenges in accessing and analyzing SAP data, such as ETL processes and complex data models. Additionally, we will provide an introduction to Generative AI and Large Language Models (LLMs), as well as an overview of Looker Explore Assistant and Chatbot's capabilities. [\[Link\]](#)

**DAY 2 - APR 10, 2025 9:15 AM - 10:00 AM PDT**

### Empower growth: **Data and security solutions for small and medium businesses**

Discover how Google's interconnected ecosystem of Google Cloud platform and specialty solutions can address the needs and challenges of resource-constrained IT teams. We'll delve into practical use cases and demonstrate how Google Cloud's specialized business intelligence platform (Looker) and security solutions (Google Security Operations, Mandiant) can help your business improve efficiency and reduce costs while improving your security posture. [\[Link\]](#)

**DAY 2 - APR 10, 2025 9:15 AM - 10:00 AM PDT**

### Advanced analytics simplified: **BigQuery and Looker for small teams**

Small teams often struggle to unlock the full potential of their data due to limited resources and a lack of specialized expertise. In this session, we'll show you how BigQuery and Looker make advanced analytics accessible and easy for teams of any size. Learn how to seamlessly integrate, analyze, and visualize your data to drive data-driven decisions and achieve your business goals. [\[Link\]](#)

**DAY 2 - APR 10, 2025 10:30 AM - 11:15 AM PDT**

### The AI revolution in BI: A deep dive into **Gemini in Looker**

Imagine a world where interacting with your data is as simple as chatting with a friend. Gemini in Looker makes this a reality, bringing the power of Google's most advanced AI models directly to business intelligence (BI) workflows. This session explores how Gemini generative AI capabilities are being integrated into Looker, empowering users to analyze data, build dashboards, and generate insights using natural language. Discover how this powerful combination unlocks new levels of productivity and efficiency for BI professionals and business users alike. [\[Link\]](#) **[Recorded]**

**DAY 2 - APR 10, 2025 11:45 AM - 12:30 PM PDT**

## **A new era of AI for BI with Conversational Analytics for [BigQuery](#) and [Looker](#)**

Unlock the full potential of your data with the power of Conversational Analytics. This session explores how Google Cloud's latest advancements in AI are transforming business intelligence, empowering you to gain deeper insights, make faster decisions, and drive innovation. We'll dive into - trusted insights with BigQuery and AI, the power of Looker's semantic layer, and how Google Cloud's AI-powered BI solutions can help you transform your data into actionable intelligence and drive business success. [\[Link\]](#)

**DAY 2 - APR 10, 2025 2:45 PM - 03:30 PM PDT**

## **Build and deploy [Looker agents for BI](#)**

Unlock the power of natural language with Looker Agents! This technical deep dive will walk you through an agentic architecture in Looker Conversational Analytics and showcase how the Chief Product Officer of Zeotap is helping Zeotap customers "chat with their data" within the Zeotap platform using the new Conversational Analytics API. Learn how to build custom data agents, answer questions in Workspace, and create analytics applications with the power of conversational AI. [\[Link\]](#)

**DAY 3 - APR 11, 2025 8:30 AM - 09:15 AM PDT**

## **Drive revenue growth and build better products with [Looker Embedded](#)**

Supercharge your applications and drive revenue growth with Looker Embedded. This session reveals how to seamlessly integrate powerful data experiences and AI-driven insights directly into your products. Discover how to increase customer engagement, unlock new revenue streams, and gain a competitive advantage. Learn how to reduce development time and costs by leveraging the robust Looker platform. Join us to learn how Looker can help you transform your applications and deliver actionable intelligence to your customers. [\[Link\]](#)

**DAY 3 - APR 11, 2025 9:45 AM - 10:30 AM PDT**

## **A new era of self-service and beautiful visualizations: [Studio in Looker](#)**

Looker is evolving! Join us for a deep dive into the reimagined Looker experience, where data exploration, analysis, and reporting are more intuitive, collaborative, and powerful than ever before. In this session, we'll explore how Studio in Looker combines the flexibility of Looker Studio visualizations and reporting with the governance and trustworthiness of the Looker semantic layer. [\[Link\]](#)

**DAY 3 - APR 11, 2025 11:00 AM - 11:45 AM PDT**

## **Trusted insights in the flow of work with [Looker for Google Workspace](#)**

This session explores how Looker and Google Workspace work together to bring data-driven decisions right into your everyday workflow. Learn how to leverage Looker spreadsheet-based business intelligence (BI) capabilities with Connected Sheets, integrate Looker with other Workspace apps, automate slide generation, and use the advanced features of Looker Studio Pro. And view a live demo of Looker BI agents in Google Chat. Ideal for anyone looking to streamline their data workflow and enhance collaboration within their Workspace environment. [\[Link\]](#)

**DAY 3 - APR 11, 2025 12:30 PM - 01:15 PM PDT**